

HOWREY & SIMON

Attorneys at Law  
1299 Pennsylvania Ave., NW  
Washington, DC 20004-2402  
(202) 783-0800  
FAX (202) 383-6610

February 29, 2000

Andrea G. Reister  
(202) 383-7438

reistera@howrey.com  
**Box Patent Application**

Assistant Commissioner for Patents  
Washington, D.C. 20231

Re: U.S. Non-Provisional Utility Patent Application  
Appl. No.: Not yet assigned; Filed: February 29, 2000  
For: **Electronic Commerce Transactions Within a Marketing  
System That May Contain a Membership Buying Opportunity**  
Inventors: Daniel A. ARGANBRIGHT; Dave BAMBOROUGH;  
Randy S. BANCINO; James G. BLODGETT; Bruce H.  
CARLSON; William DANGL; William HAZARD; Robin  
HORDER-KOOP; Jim HUNKING; Aaron M. KAMPHUIS;  
Gregory J. LANG; Gary A. MAHIEU; Kathryn E. MCCORMICK;  
Kenneth J. MCDONALD; John P. PARKER; Andrew J. POPP;  
Kelly K. SAVAGE; Steven R. VISSER; and Claire ZEVALKINK  
Our Ref: 00368.0029.US01

Sir:

The following documents are forwarded herewith for appropriate action by the U.S.  
Patent and Trademark Office:

1. Utility Patent Application Transmittal (Form PTO/SB/05);
2. Form PTO-1082 (in duplicate);
3. U.S. Utility Patent Application entitled:

**Electronic Commerce Transactions Within a Marketing  
System That May Contain a Membership Buying Opportunity**

and naming as inventors:

Daniel A. ARGANBRIGHT; Dave BAMBOROUGH; Randy S. BANCINO;  
James G. BLODGETT; Bruce H. CARLSON; William DANGL; William  
HAZARD; Robin HORDER-KOOP; Jim HUNKING; Aaron M. KAMPHUIS;  
Gregory J. LANG; Gary A. MAHIEU; Kathryn E. MCCORMICK; Kenneth J.  
MCDONALD; John P. PARKER; Andrew J. POPP; Kelly K. SAVAGE; Steven  
R. VISSER; and Claire ZEVALKINK

the application consisting of:

- a. A specification containing:
    - (i) 147 pages of description prior to the claims;
    - (ii) 50 pages of claims (156 claims);
    - (iii) a one (1) page abstract;
  - b. 44 sheets of drawings: (Figures 1-3, 4a-4f, 5-7, 8a-8c, 9-11, 12a-12h, 13a-13e, 14a-14e, and 15-27);
  - c. Three originals of executed combined Declaration and Power of Attorney for Patent Application (27 total pages);
4. Recordation Form Cover Sheet (2 pages);
  5. Three originals of executed Assignment documents to Quixtar Investments, Inc., recordation of which is hereby respectfully requested (9 total pages);
  6. Our check No. 324358 for \$4114.00 to cover:
    - \$ 690.00 Filing fee for patent application;
    - \$ 40.00 Assignment recordation fee(s); and
    - \$3,384.00 Fee for excess claims; and
  7. Two (2) return postcards.

It is respectfully requested that, of the two attached postcards, one be stamped with the filing date of these documents and returned to our courier, and the other, prepaid postcard, be stamped with the filing date and unofficial application number and returned as soon as possible.

The present application claims priority under 35 U.S.C. § 119(e) to provisional application serial no. 60/122,385, filed March 2, 1999, titled "Electronic Commerce Transactions Within a Marketing System That May Contain a Membership Buying Opportunity," and provisional application serial no. 60/126,493, filed March 25, 1999, titled "Method for Marketing and Selling That May Contain a Membership Buying Opportunity," the entirety of each of which is incorporated herein by reference.


Assistant Commissioner for Patents

February 29, 2000

Page 3

The U.S. Patent and Trademark Office is hereby authorized to charge any fee deficiency, or credit any overpayment, to our Deposit Account No. 08-3038. A duplicate copy of this letter is enclosed.

Respectfully submitted,

Respectfully submitted,  
  
 Andrea G. Reister (Reg. No. 36,253)

Andrea G. Reister (Reg. No. 36,253)


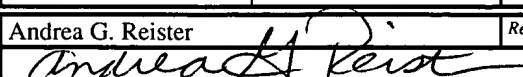
## Enclosures

**Q**uestions about the book can be sent to [bookquestions@wiley.com](mailto:bookquestions@wiley.com). Please include the title and author(s) of the book.

Please type a plus sign (+) inside this box → ☐

PTO/SB/05 (2/98)  
App. for use through 09/30/00. OMB 0651-0032  
Patent and Trademark Office: U.S. DEPARTMENT OF COMMERCE

Under the Paperwork Reduction Act of 1995, no persons are required to respond to a collection of information unless it displays a valid OMB control number.

<b>UTILITY PATENT APPLICATION TRANSMITTAL</b> <small>(Only for new nonprovisional applications under 37 CFR 1.53(b))</small>		Attorney Docket No. 00368.0029.US01	
		First Named Inventor or Application Identifier ARGANBRIGHT	
		Title Electronic Commerce Transactions Within A Marketing System That May Contain a Membership Buying Opportunity	
		Express Mail Label No.	
<b>APPLICATION ELEMENTS</b> <small>See MPEP chapter 600 concerning utility patent application contents</small>		<b>ADDRESS TO:</b> Assistant Commissioner for Patents Box Patent Application Washington, DC 20231	
<p>1. <input checked="" type="checkbox"/> *Fee Transmittal Form (Form PTO-1082) <small>(Submit an original and a duplicate for fee processing)</small></p> <p>2. <input checked="" type="checkbox"/> Specification [Total Pages 198] <small>(preferred arrangement set forth below)</small></p> <ul style="list-style-type: none"><li>- Descriptive title of the Invention</li><li>- Cross References to Related Applications</li><li>- Statement Regarding Fed sponsored R&amp;D</li><li>- Reference to Microfiche Appendix</li><li>- Background of the Invention</li><li>- Brief Summary of the Invention</li><li>- Brief Description of the Drawings (if filed)</li><li>- Detailed Description</li><li>- Claims</li><li>- Abstract of the Disclosure</li></ul> <p><input checked="" type="checkbox"/> Drawing(s) (35 USC 113) [Total Sheets 44]</p> <p>4. Oath or Declaration [Total Pages 27]</p> <p>a. <input checked="" type="checkbox"/> Newly executed (original or copy)</p> <p>b. <input type="checkbox"/> Copy from a prior application (37 CFR 1.63(d)) <small>(for continuation/divisional with Box 17 completed)</small> <small>[Note Box 5 below]</small></p> <p>i. <input type="checkbox"/> <b>DELETION OF INVENTOR(S)</b> <small>Signed statement attached deleting inventor(s) named in the prior application, see 37 CFR 1.63(d)(2) and 1.33(b).</small></p> <p>5. <input type="checkbox"/> Incorporation By Reference (useable if Box 4b is checked) <small>The entire disclosure of the prior application, from which a copy of the oath or declaration is supplied under Box 4b, is considered as being part of the disclosure of the accompanying application and is hereby incorporated by reference therein.</small></p>		<p>6. <input type="checkbox"/> Microfiche Computer Program (Appendix)</p> <p>7. Nucleotide and/or Amino Acid Sequence Submission (if applicable, all necessary)</p> <p>a. <input type="checkbox"/> Computer Readable Copy</p> <p>b. <input type="checkbox"/> Paper Copy (identical to computer copy)</p> <p>c. <input type="checkbox"/> Statement verifying identity of above copies</p>	
<b>ACCOMPANYING APPLICATION PARTS</b>			
<p>8. <input checked="" type="checkbox"/> Assignment Papers (cover sheet &amp; document(s))</p> <p>9. <input type="checkbox"/> 37 CFR 3.73(b) Statement <input type="checkbox"/> Power of Attorney <small>(when there is an assignee)</small></p> <p>10. <input type="checkbox"/> English Translation Document (if applicable)</p> <p>11. <input type="checkbox"/> Information Disclosure Statement (IDS)/PTO-1449 <input type="checkbox"/> Copies of IDS Citations</p> <p>12. <input type="checkbox"/> Preliminary Amendment</p> <p>13. <input checked="" type="checkbox"/> Return Receipt Postcard (MPEP 503) (Two) <small>(should be specifically itemized)</small></p> <p>14. <input type="checkbox"/> *Small Entity Statement(s) <input type="checkbox"/> Statement filed in prior application, Status still proper and desired</p> <p>15. <input type="checkbox"/> Certified Copy of Priority Document(s) <small>(if foreign priority is claimed)</small></p> <p>16. <input type="checkbox"/> Other:</p>			
<small>*NOTE FOR ITEMS 1 &amp; 14: IN ORDER TO BE ENTITLED TO PAY SMALL ENTITY FEES, A SMALL ENTITY STATEMENT IS REQUIRED (37 C.F.R. § 1.27), EXCEPT IF ONE FILED IN A PRIOR APPLICATION IS RELIED UPON (37 C.F.R. § 1.28).</small>			
<p>17. If a <b>CONTINUING APPLICATION</b>, check appropriate box and supply the requisite information:</p> <p><input type="checkbox"/> Continuation <input type="checkbox"/> Divisional <input type="checkbox"/> Continuation-in-part (CIP) of prior application No: /</p> <p>Prior Application Information: Examiner: Group/Art Unit:</p>			
<b>18. CORRESPONDENCE ADDRESS</b>			
<p><input type="checkbox"/> Customer Number or Bar Code Label  or <input checked="" type="checkbox"/> Correspondence address below</p> <p style="text-align: center;">(Insert Customer No. or Att. No. or Label here) <b>22930</b></p>			
NAME		Andrea G. Reister HOWREY SIMON ARNOLD & WHITE, LLP	
ADDRESS		Box No. 34 1299 Pennsylvania Avenue, N.W.	
CITY	Washington	STATE	DC
COUNTRY	US	TELEPHONE	202-783-0800
		ZIP CODE	20004-2402
		FAX	202-383-7195
Name (Print/Type)	Andrea G. Reister	Registration No. (Attorney/Agent)	36,253
Signature		Date	February 29, 2000

**HOWREY SIMON ARNOLD & WHITE, LLP**  
**Box No. 34**  
**1299 Pennsylvania Avenue, N.W.**  
**Washington, D.C. 20004-2402**  
**(202) 783-0800**

Attorney Docket No. 00368.0029.US01

ASSISTANT COMMISSIONER FOR PATENTS  
 Washington, D.C. 20231

Sir:

Transmitted herewith for filing is the patent application of

Inventors: ARGANBRIGHT et al.For: Electronic Commerce Transactions Within a Marketing System That May Contain a Membership Buying Opportunity

Enclosed are:

xx 44 sheets of informal drawings.xx An assignment of the invention to Quixtar Investments, Inc.xx Form PTO-1595.

— A certified copy of a \_\_\_\_\_ application.

— An associate power of attorney.

— A verified statement to establish small entity status under 37 CFR 1.9 and 37 CFR 1.27.

— Executed Power of Attorney from Assignee

xx Executed Combined Declaration and Power of Attorney for Patent Application.

The filing fee has been calculated as shown below:

(Col. 1)		(Col. 2)	SMALL ENTITY		OR	OTHER THAN A SMALL ENTITY	
FOR	NO. FILED	NO. EXTRA	RATE	FEE		RATE	FEE
BASIC FEE				\$ 345.00	OR		\$ 690.00
TOTAL CLAIMS	156 - 20 =	* 136	x 9 =		OR	136 x 18 =	2448.00
INDEP. CLAIMS	15 - 3 =	* 12	x 39 =		OR	12 x 78 =	936.00
<input type="checkbox"/> MULTIPLE DEPENDENT CLAIM PRESENTED			+ 130 =		OR	+ 260 =	
			TOTAL		OR	TOTAL	\$4074.00

\*If the difference in Col. 1 is less than zero, enter "0" in Col. 2

— Please charge my Deposit Account No. 08-3038 in the amount of \$ \_\_\_\_\_. A duplicate copy of this sheet is attached.

xx A check in the amount of \$4114.00 to cover the basic filing, additional claims and assignment recordation fees is enclosed.

xx The U.S. Patent and Trademark Office is hereby authorized to charge payment of the following fees associated with this communication or credit any overpayment to Deposit Account No. 08-3038 referencing docket number 00368.0029.US01. A duplicate copy of this sheet is attached.

xx Any additional filing fees required under 37 CFR 1.16.xx Any patent application processing fees under 37 CFR 1.17.

— The U.S. Patent and Trademark Office is hereby authorized to charge payment of the following fees during the pendency of this application or credit any overpayment to Deposit Account No. 08-3038 referencing docket number \*. A duplicate copy of this sheet is enclosed.

— Any patent application processing fees under 37 CFR 1.17

— The issue fee set in 37 CFR 1.18 at or before mailing of the Notice of Allowance, pursuant to 37 CFR 1.311(b).

— Any filing fees under 37 CFR 1.16 for presentation of extra claims.

Date February 29, 2000

  
 Andrea G. Reister (Reg. No. 36,253)